



REPLY TO
ATTENTION OF:

DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT GORDON
307 CHAMBERLAIN AVENUE
FORT GORDON, GEORGIA 30905-5730

IMSE-GOR-PAI

FEB 24 2010

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Garrison Commander's Policy Memorandum No. 31 - Interactive Customer Evaluation (ICE)

1. Purpose: The purpose of this memorandum is to define installation/community policy covering applicability, implementation, responsibilities, and maintenance of the Fort Gordon ICE Program. The ICE Web Site is an Internet accessible Site designed to allow immediate customer feedback to service provider managers on Fort Gordon. ICE integrates customer feedback for all services provided allowing the installation to implement, sustain, report, and improve services from one system on Fort Gordon.
2. Applicability: This policy governs the purpose and use of the Fort Gordon ICE Web Site and applies to all service providers, managers, directorates, and organizations associated with providing customer service to Fort Gordon and the surrounding military community.
3. Implementation: The ICE Web Site will allow immediate customer feedback to all service providers; obtain suggestions in improving the quality of service to all constituent groups (Soldiers, Retirees, Veterans, DoD Civilians and Family Members); and identify issues affecting delivery of services. The ICE Site can be accessed from any computer terminal or kiosk with Internet access. The automated customer feedback system will:
 - a. Immediately generate an electronic customer comment to the service provider manager.
 - b. Provide immediate input on the satisfaction level of the service provided to managers, directors, garrison, and organizational commanders.
 - c. Provide immediate feedback ratings on facility appearance, employee/staff attitude, timeliness of service, hours of service, and whether or not the product met the needs of the customer for each service provider area.
 - d. Allow immediate reporting of customer satisfaction for use on the services received assessments that affect Army Performance Improvement Criteria (APIC) and the Organizational Self Assessment (OSA).

IMSE-GOR-PAI

SUBJECT: Garrison Commander's Policy Memorandum No. 31 - Interactive Customer Evaluation (ICE) Policy

4. ICE Policy Responsibilities:

a. Service Provider Managers.

(1) Determine best type of customer comment feedback (automated or hard copy comment cards).

(2) Define ADP hardware requirements, and determine location, placement, and security if using an automated system. Prepare and submit Installation Tasking Requirements (ITRs) to the Garrison IMO (or equivalent organization to be determined) for acquisition of equipment to be used.

(3) Implement the appropriate information assurance measure to safeguard the integrity of the hardware, software, data, and network.

(4) Secure a comment card box (easily identified with ICE logo and instructions) and cards.

(5) Monitor email daily to ensure customer comment response within the "3 business days" for those comments requiring a response. Response data must be entered in the Customer Follow-Up on the ICE system manager area.

(6) Fix areas that may not require a customer response but may affect customer satisfaction if not resolved.

(7) Ensure questions or event comments added to the service provider information areas are grammatically correct to obtain the desired results and removed when complete.

(8) Ensure questions added are kept to a minimum to allow the customer to submit information in a timely manner.

(9) Maintain a reasonable amount of ICE customer comment cards in the service provider areas, making them available to customers. This will compliment the automated system where a kiosk is not available.

(10) Prepare and submit work orders through the Information Management Officers (IMOs) for connectivity of equipment to the Fort Gordon LAN.

(11) Ensure manager data is current (name, phone, and email address) on the ICE system.

IMSE-GOR-PAI

SUBJECT: Garrison Commander's Policy Memorandum No. 31 - Interactive Customer Evaluation (ICE) Policy

(12) Ensure service provider data is current (location, hours of operation, and services provided) on the ICE system.

(13) Promote the Fort Gordon ICE Program to provide a positive customer/service provider relationship.

b. Directorate or Organizational Supervisors/Managers.

(1) Ensure service provider managers execute their responsibilities in support of the ICE Program.

(2) Maintain ICE customer comment card boxes (locked) in areas where a kiosk (automated) is not cost effective. Directors or organizational supervisors will determine the amount of boxes required to support the service providers.

(3) Designate an individual to collect ICE comment cards at the directorate or organizational level and input the data into the ICE system. No service provider manager should collect and input comment cards.

(4) Notify the Site Administrator if cards are to be collected by Customer Management Services for those without quality assurance personnel. Cards should be collected at least once a week to meet the "within 3 business days" response to customers.

(5) Monitor and evaluate comment cards information and satisfaction level ratings.

(6) Submit better business practices to the Garrison Commander through the ICE Site Administrator.

(7) Update listings of service providers and managers once a quarter to the installation ICE Site Administrator.

c. Garrison IMO (or equivalent organization to be determined).

(1) Budget and execute connectivity requirements based on work orders submitted.

(2) Provide network connectivity and customer access to the ICE Web Site.

(3) Provide reutilized equipment to satisfy customer requirements for terminal/kiosks, as submitted on Installation Tasking Requirements (ITRs).

(4) Be the technical advisor to staff elements on IT issues.

IMSE-GOR-PAI

SUBJECT: Garrison Commander's Policy Memorandum No. 31 - Interactive Customer Evaluation (ICE) Policy

(5) Replace terminals or kiosks as required.

d. ICE Site Administrator.

(1) Assist the Garrison in development of an installation ICE policy memorandum that outlines the key roles and responsibilities from the Command Staff to the service provider manager.

(2) Responsible for management of the installation ICE Program to include performing tasks required to maintain quality, integrity, and maximum usage of the ICE system.

(3) Monitor the ICE Site for errors, out-dated information, and consistency of service provider data.

(4) Manage existing or adding service providers and managers.

(5) Provide training and/or supplemental materials to service provider managers and reports managers (all levels) on the use of the ICE comment card system.

(6) Trouble shoots user issues.

(7) Forward unresolved issues to Office of the Secretary of Defense (OSD), Quality Management Office (QMO), ATTN: ICE Site Administrator, for resolution.

(8) Order and maintain sufficient quantities of ICE customer comment cards to support the installation service providers.

(9) Develop and provide reports on installation/community service providers to improve the quality of service and timely response to customers.

(10) Review Site manager reports to determine trends, identify problem areas, and to provide information to others.

(11) Utilize the ICE information as an additional tool to assess the services provided from an individual customer perspective.

(12) Promote the use of the Fort Gordon ICE Site to provide a positive customer/service provider relationship.

IMSE-GOR-PAI

SUBJECT: Garrison Commander's Policy Memorandum No. 31 - Interactive Customer Evaluation (ICE) Policy

e. Garrison and Organization Commanders.

(1) Monitor the ICE Site and evaluate service provider performance.

(2) Promote the use of the Fort Gordon ICE Site to maintain standard levels of quality service.

5. Recognition/Awards Program.

a. Each directorate/organization/agency on the Fort Gordon ICE System will incorporate the ICE satisfaction and individual recognition into their existing employee recognition/awards programs to recognize outstanding service provider customer service.

b. Garrison will recognize outstanding directorate/organization/agency participation based on the annual FY statistical data using the following guidelines:

(1) The directorate/organization/agency must have 50 or more satisfaction responses submitted for the FY.

(2) The directorate/organization/agency must maintain a 90% or higher satisfaction rating for the FY.

(3) The directorate/organization/agency must maintain an employee/staff attitude rating of 4.25 or higher for the FY.

c. The recognition for the directorate/organization/agency meeting the criteria above will consist of Certificate of Achievement signed by the Garrison Commander.

6. Standards and Metrics.

a. Each service provider must strive to deliver the best service and support to our customers. The following metrics are established by OSD, QMO.

Status Indicators:

Satisfaction Questions (Percentage):

● 100%-85% ▽ 84%-65% ● 64%-0%

b. Service providers areas will be measured annually and rated as follows:

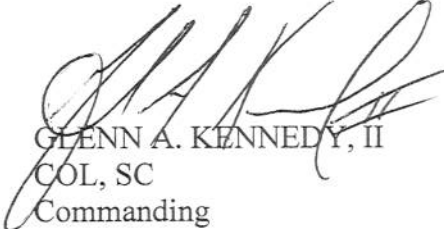
IMSE-GOR-PAI

SUBJECT: Garrison Commander's Policy Memorandum No. 31 - Interactive Customer Evaluation (ICE) Policy

- (1) Green (100%-85%), exceeding the standard.
- (2) Amber (84% to 65%), meeting the standard.
- (3) Red (64% to 0%), not meeting the standard.

c. Service provider areas in the RED range will be evaluated by the directorate or organizational managers to determine cause and development of action plans to improve satisfaction levels.

7. The proponent for this Policy Letter is the Plans, Analysis, and Integration Office (PAIO), ICE Site Administrator at (706) 780-1622/7569 (DSN 780).



GLENN A. KENNEDY, II
COL, SC
Commanding

DISTRIBUTION:

CDR, USAG, Chairperson
DGC, USAG, Alternate Chairperson
CSM, USAG
COS, 7th SC (T)
CDR, 15th Signal Brigade
DCA, DDEAMC
CDR, 35th Signal Brigade
CDR, 513th MI Brigade
CDR, 116th MI/NSA/CSS-GA
CDR, NAVIOCOM
CDR, DENTAC
DBC, 359th Signal Brigade
SD, RTS MED
C, PAIO
DIR, DPTMS
DIR, DPW
DIR, DOL
(CONT)

IMSE-GOR-PAI

SUBJECT: Garrison Commander's Policy Memorandum No. 31 - Interactive Customer Evaluation (ICE) Policy

DISTRIBUTION: (CONT)

DIR, DFMWR

DIR, DHR

DIR, NEC-Gordon

DIR, DES

DIR, ISO (Safety)

Installation Chaplain

AFAP Manager

AAFES Representative

DECA Representative

ACS Representative

BOSS Representative

Coordinator, Mayor Program

President, Retiree Council

Civilian Representative

Veterans Representative

EO Representative

EEO Representative

Customer Service Officer